

Overview

An enthusiast in digitalization and up-to-date technologies, communication and leadership oriented, with 3+ years of experience in digital project/account management in the Digital Industry: Software Development & Digital Marketing.

Education

Lebanese American University (LAU)

Aug2018-Jun2021

B.S. in Business Information Technology and Operations Management (ITM) - Distinction

CGPA: 3.74/4.00 MGPA: 4.00/4.00

Work Experience

Company: Mekomsol

Jan2024-Present

Position: Digital Account Manager

- Manage and oversee e-commerce projects and maintain strong long-term relationships with clients
- Gather requirements to build a clear and optimized scope of work
- Define and track key performance indicators (KPIs) for e-commerce primarily Amazon
- Develop and maintain data and information through various sources (e.g., Helium)
- Identify trends, patterns, and insights to understand user behavior and optimize campaign performance
- Certified from *Amazon Learning Console*

Company: Tedmob

July2023-Jan2024

Position: Digital Account Manager

- Develop, implement and maintain software project plans, timelines and policies
- Gather and develop technical and business requirements to meet client's expectations
- Build and maintain strong long-term relationships with clients
- Contribute and support UI/UX and engineering teams to define and implement project requirements
- Major Accounts: Alfa Telecom, Zain, Toyota Iraq, Neo Pay, Chronora Lebanon, MBC Loud

Company: Ecomz

Sep2021-Jun2023

Position: Digital Account Manager

- Manage and coordinate all aspects of the digital projects from e-commerce website development and digital marketing
- Collaborate with BD, product, UX, technology, and finance departments to ensure a smooth project delivery
- Lead merchant's meetings, gather requirements, set project timelines, ensure quality control
- Oversee project execution to ensure projects are completed on time, within budget, and to client satisfaction
- Provide consultancy in optimizing e-commerce performance, configuring domain names, shipping, and payment gateways

Company: Mirum (WPP)

Dec2020-Feb2021

Position: Junior Project Management Intern

- Defined projects' scope that enables successful implementation and delivery of code
- Enrolled in requirements gathering process, setting, validating, and assuring project scope and tasks through Agile
- Worked closely with management to approve and baseline project plan by carefully understanding the SDLC

Skills

Web Development: SQL, HTML, CSS, JavaScript, Bootstrap, Tailwind, OOP**Advanced skills in Microsoft Office:** Word, Excel, PowerPoint & Access**Software Project Management:** Strong knowledge in SDLC & Agile methodology and experienced in Jira, Click up, MS Loop**Digital Marketing:** Strong knowledge in DM strategies and metrics: SEO, SEM, Social Media, Ad Campaigns

Organizations

Rotaract: Member at Beirut Cedar Rotaract Club

Mar2024-present

Lebanese Red Cross: Mission Leader & Emergency Medical Technician (EMT-B)

Jan2019-Dec2022

MMKN NGO: Math Teacher

Feb2021-May2021